

April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing to you as members of the National PTA and the Stevenson Ranch Elementary School PTA to tell you of our opposition to the v-chip rating system as Jack Valenti has presented it. This system with its rating symbol on the TV screen doesn't give us any idea of what is in the program. Based solely on this rating symbol, we are no better off than before trying to make choices for our family's viewing. Plus, my children are beginning to look for more sophisticated ratings, being that they would like to believe they are too old to watch family rated shows. We believe that any rating system without content descriptions on the screen and published in periodicals that carry TV scheduling is useless.

The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Susan and Dave Amico  
Valencia, California

March 30, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing to voice our opposition to the v-chip rating system as presented by Jack Valenti. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. As a parent, we do not want the TV industry to interpret what is best for our children. We want to make these choices ourselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

We request the following:

- That the FCC should not approve the industry's rating system. Do not accept a rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for letting us give our input on an issue important to families.

Sincerely,

*Ruth Bonner*  
*W F Bonner*

Ruth Bonner  
William F. Bonner  
Richland, WA 99352

RE: CS Docket No. 97-55 FCC 97-34

DOCKET FILE COPY ORIGINAL

March 30, 1997

Chairman Reed Hundt and FCC Commissioners  
40 Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

I am opposed to the v-chip rating system as presented by Jack Valenti. Don't rate the shows but rather give me information about the content of programs and let me, as a mother determine whether or not they are appropriate.

Sincerely,  
Letitia L. Buncher  
Riverton, UT

April 2, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
40 Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners

RE: CS Docket No. 97-55, FCC 97-34

I am writing to express my concern over the V-Chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This method of rating television programming is not sufficient. I would prefer a content <sup>based</sup> rating system. There have been several occasions where I have come across a rating designed for one audience and upon viewing the program did not find it appropriate for that age category. A content based system is a more useful and desirable method of rating television programming.

In addition to being a concerned parent I am an active PTA member. I support all of the alterations and additions for the improved rating system that the National PTA has recommended.

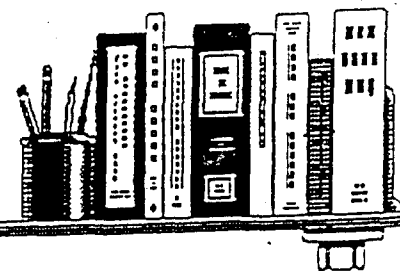
Thank you for the opportunity to express my concern on this issue.

Sincerely,

Karin Fiore  
Brooklyn, Ohio



# Dr. Jones PTA



March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Dr. Jones PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Barb Larrabee*

Barb Larrabee, PTA President  
Dr. Jones PTA  
Racine, Wisconsin

CS97-55

FCC MAIL ROOM  
APR 7 1997  
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APR 8 3 14 PM '97

CABLE SERVICES BUREAU

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington, D.C. 20554

Dear Mr. Caton:

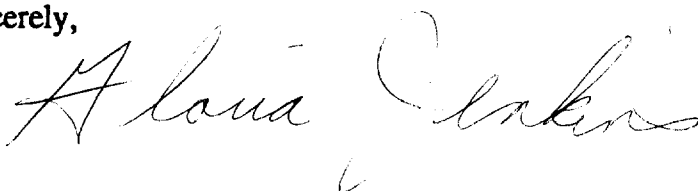
I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

Specifically, I have six examples that validate my concern. First, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Second, the rating icon appears too briefly (15 seconds) before the start of a program. Parents easily can miss it. Third, television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Fourth, commercials advertising television programs which are unadvisable for children can be aired during programs which are suitable for children. That oversight potentially exposes children to harmful programming. Fifth, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Finally, the Oversight Monitoring Board established to review the guidelines on a regular basis entirely consists of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,



## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the South Pine Elementary (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name

Town, State

Kitty Rouse  
Spokane, WA 99206

April 3, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Virginia PTA/PTSA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to children and families.

Sincerely,

  
Janice M. McKeever  
Alexandria, Virginia



March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the John Muir PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



April 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the District PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Pocatello, Idaho

March 26, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET NO. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Wells Central School PTSA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Judith R. Lamm*

DOCKET FILE COPY ORIGINAL

To: Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I oppose the Jack Valenti, Chair of the TV Rating Implementation Group, v-chip rating system. The rating symbol does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following:

- ◆ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V-Violence, S-Sexual depiction and nudity and L-Language;
- ◆ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ◆ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ◆ That the rating board be independent of the industry and the FCC and that it include parents; and
- ◆ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for letting my self and others make recommendations for a better tomorrow for our families.

Sincerely,

*Margaret McCoy*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Wood County PTA to voice our opposition of the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. *News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

-That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language):

-That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

-That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

-That the rating board be independent of the industry and the FCC, that it include parents; and

-That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Mark & Beverly Watson

April 2, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
C/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners

**RE: CS Docket No. 97-55, FCC 97-34**

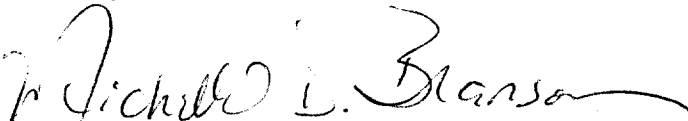
I am writing on behalf of the National PTA and the Wheeler Elementary School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, which demonstrated overwhelming parent preference for a rating system that gives parents information about the content of programs, were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (For sexual depictions and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Michelle D. Branson  
PTA President  
Wahiawa, Hawaii

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Farmington Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch.

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of a system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices based on content information about the program. Any rating system *without content descriptions* on the screen and publicized in periodicals that carry TV scheduling *is useless*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We ask that the FCC *not* approve the industry rating system. Instead, we request the following:

- ▶ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V, S, N, and L. How much? How graphic?
- ▶ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ▶ That the rating icons on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ▶ That the rating board be independent of the industry and the FCC and that it includes parents; and
- ▶ That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families of our nation.

Thank You, *Tracy McCoy*  
Member of The Farmington Elementary PTA,  
Farmington, UT

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Maurine L. G. Heaps*



April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Baltimore County Council of PTA's to voice my opposition to the v-chip rating system as presented by Jack Laventi, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about appropriate TV programming. Parents overwhelmingly prefer a rating system that gives more information so that they can make informed decisions. We do not want the TV industry to make our choices. Any rating system without content descriptions is useless.

We do not believe that this system has met the statutory requirements of the Telecommunications Act of 1996 and ask that the FCC not approve the industry rating system. Instead we would like to request the following:

Under no circumstances should the FCC approve the industry's rating system and should not accept any system that does not include content information such as V for violence, S for sexual depiction and nudity and L for language.

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.


That the rating icon be made larger and more prominent, and appear more frequently during the course of a program.

That the rating board be independent of the FCC and industry and that it include parents.

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the parents needs.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Laura Nossel  
Baltimore, Maryland

March, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the current age-based rating system as presented by the TV Rating Implementation Group. As a parent I feel the symbol on the TV screen does not provide sufficient information about the content of the program and ask that the FCC does not approve this rating system.

Instead I request the following:

- that the FCC will require a system that includes content information such as V (for violence) and S (for sexual content and nudity), and L (for language) and that it be publicized in periodicals that carry TV scheduling.
- that the icons on the TV screen be made larger and more prominent and appear more frequently during a program.
- that any system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.
- that the rating board be independent of the industry and FCC and that it include parents.
- that the FCC require a V-chip band broad enough to allow parents to receive more than one rating system.

Thank you for taking the time to address my concerns on this important issue.

Sincerely,

*Edmund A. Serafin*  
*Edward A. Serafin Jr.*

March 28, 1997

Chairman Reed Hundt +

FCC Commissioners

40 Federal Communications Commission

1919 M Street NW, Room 222

Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt + Commissioners:

Re: CS Docket #97-55, FCC 97-34

As a Parent + PTA member I am writing to ask that you not approve the V-Chip Rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan 17, 1997. To be effective it must include content information re language, violence, & sexual content + nudity.

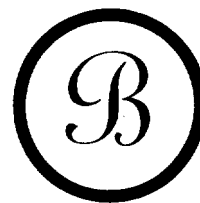
Do you have Parents helping? If not I'd like to suggest that you include them in the process

Thank you for all your effort on behalf of all parents, to finally come up with a way to help <sup>us</sup> ~~parent~~ in making wise choices when it comes to TV viewing

Julie Palm  
Dade County Florida

April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554



DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Region One Colorado PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that I can make decisions about what is appropriate tv programming for my children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News & World Report, and Medica Studies Center/Roper. As a parent, I do not want the tv industry to interpret what is best for my children. I, as other parents, want to make these choices based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that care tv scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I as other PTA members and a concerned parent request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (violence), S (sexual depiction and nudity) and L (for language);
- That the FCC require a v-chip bank broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the tv screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

I applaud the efforts of the television industry, the FCC and the FCC Commissioners to provide parents with the necessary tools that allow parents to make wise choices in the television programs viewed by their children. However, any method that does not fulfill the above, is only an attempt to appease concerned parents. I thank you for this opportunity to comment on an issue so important to our children and families.

Sincerely,

M. Anne Bowman

April 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

The two of us are writing to protest the possible adoption of the rating system suggested for TV. Our basic objection is simple: Parents should be the parties determining what their children see, not the TV industry. The TV industry should provide appropriate data on program content, and let parents decide whether their children should watch a program. The rating system proposed by the TV industry does not provide sufficient information for parents to make a well-informed decision.

We appreciate your consideration of our point of view.

Very truly yours,

*Del Fuller*  
*Martha Fuller*

April 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**


We are writing on behalf of the National PTA and the Pulaski County Council PTA, District #11, Little Rock, AR. to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrated overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a v-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Arlyne Cherven, Pres.  
Roland, Arkansas

March 31, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Davis County, Utah PTA. I wish to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents, like myself, want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language):

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Aulene Larsen  
Layton, Utah

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing as parents and as members of the National PTA and the Centerville Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient information for parents to make a knowledgeable decision about the program they are about to watch.

As parents we have the right to decide what is appropriate for our families to watch. The TV industry does not have the right to withhold information so that our decisions are not accurate. TV programs contents (S-sex, V-violence, N-nudity, and L-language) need to be made known by some kind of system that would educate the individuals about what they are about to watch. As parents we are capable of making our own decisions and choices based on content information about the program. Any rating system *without content descriptions* on the screen and publicized in periodicals that carry TV scheduling *is useless*.

By law the FCC is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We don't believe this system does. We ask that the FCC *not* approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V, S, N, and L. How much? How graphic?
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families of our nation.

Thank you,



Member of the Centerville Elementary PTA,  
Centerville, Utah



April 3, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Chouteau Elementary PTA in Kansas City Missouri, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence, S (for sexual depiction and nudity), and L (for language).

That the FCC require a V-chip band broad enough to allow parents to receive more than one rating system.

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the TV industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kathy Payne*